

Subject: RE: Halloween update

From: Michael Filson </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=015ABE60B32E482083713F9E7AEA14CE-MFILSON>

Date: 09/07/2017 09:42 AM

To: Michael Lamb <Michael@downtownnews.com>

Could we do it like this then:

10/16 ¼ page

10/23 ½ page

10/31 ½ page

And then, if there is any type of sponsorship trade, we can work that out as well.

Mike Filson

DCBID

Associate Director, Marketing & Community Relations

From: Michael Lamb [mailto:Michael@downtownnews.com]

Sent: Thursday, September 07, 2017 9:48 AM

To: Michael Filson <mfilson@downtownla.com>

Subject: Re: Halloween update

You can either run another half page for \$1360
or a quarter for \$650
..again the 13x rate

Michael Lamb

Account Executive

Los Angeles Downtown News

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Los Angeles, CA 90026

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Our Social Media Sites::

<http://twitter.com/downtownnews>
<http://facebook.com/l.a.downtownnews>

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On Sep 7, 2017, at 9:34 AM, Michael Filson <mfilson@downtownla.com> wrote:

What could you do for something on 10/30 issue if I kept the other 2 ads?

Mike Filson
DCBID
Associate Director, Marketing & Community Relations

From: Michael Lamb [<mailto:Michael@downtownnews.com>]
Sent: Thursday, September 07, 2017 9:22 AM
To: Michael Filson <mfilson@downtownla.com>
Subject: Halloween update

Hi Michael

I haven't heard back from the higher ups in terms of sponsoring this year's Halloween event but
I should soon.

In the mean time, here is what we can do for your budget of \$2,000

1/2 page color ad in the 10/16 issue
1/4 page color ad in the 10/23 issue

Total is \$2035

Moving forward, we will be assigning our 13 time non-profit rate to you.

Let me know if I should book it.

Best

Michael Lamb
Account Executive
Los Angeles Downtown News

RE: Halloween update

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